



Coordinating Committee for History in Arizona  
5<sup>th</sup> Annual Arizona Centennial Workshop

Karen Churchard, Assistant Deputy Director  
Arizona Office of Tourism

33.7

million domestic & international  
visitors

\$18.6

billion visitor spending (5.7% increase)



\$51

million pumped into our state  
every day

\$2.6

billion federal, state and local taxes

The Arizona Office of Tourism  
enhances the state economy and the  
quality of life for all Arizonans by  
expanding travel activity and  
increasing related revenues through  
tourism promotion and  
development

# Lead the way in branding Arizona



# Promote

Grand Canyon State to leisure travelers

# Research-driven

marketing campaigns

# Collaborate

Convention & Visitor Bureaus  
Chambers of Commerce

# Partnerships

Ensure that Arizona's tourism industry continues to thrive



# Arizona Humanities Council

## Cultural Heritage Tourism Study

[www.ArizonaHeritageTraveler.org](http://www.ArizonaHeritageTraveler.org)

# Partnerships

**ARIZONA**  
HERITAGE TRAVELER

KEYWORD SEARCH

GO >>

Select Topic

Select Region

GO >>

VIEW ITINERARY

HOME

TOPICS

EVENTS

ATTRACTIONS A TO Z

BOOKS

ITINERARY

ABOUT US

MAPS

CONTACT US

LINKS

TRAVEL QUICK SEARCH

Topic:

Select Topic

Region:

Select Region

GO >>



TRAVEL BY REGIONS

Click on a region to view its attractions.

**Welcome**

Welcome to the Arizona Heritage Traveler, the unique Web site that delivers Arizona's finest heritage and cultural experiences. Arizona has hundreds of stories to tell and we invite you to experience them all. Explore ancient civilizations and contemporary cultures. Treat yourself to some of the best stargazing in the country. Re-live the Old West and walk in the footsteps of Spanish missionaries. Discover historic hotels, unique B&B's and authentic ranches... the list goes on.

Click on "Topics" and find a wealth of information on the major themes that are intertwined with Arizona's history. For more background about each subject, read the thematic overviews and check out the recommended reading lists.

FEATURED ATTRACTION



Quarter Master Depot, Yuma Crossing State Historic Park Military, Water

This Quarter Master Depot was used by the U.S. Army to store and distribute supplies to military posts in Arizona, Nevada, Utah, New Mexico, and Texas until 1877 when the Southern Pacific Railroad reached Yuma.

 Internet



# Partnerships



# NATIONAL GEOGRAPHIC



# Overview of AOT Activities





# Grants

Teamwork for Effective Arizona  
Marketing

Rural Tourism Development Grants

# Research & Strategic Planning

Drives our strategic goals

Continually refines research capabilities



# Advertising

Create positive brand image for Arizona

# Travel Industry Marketing

Assist tour operators and travel agents  
Assist Arizona destination marketing  
organizations and tourism suppliers



# Media Relations

Position Arizona as a  
premier vacation destination

# Tourism Education & Development

Provide educational and customer  
service programs

Oversee Grant and Visitor Services



# Formula Funding

3.5%

lodging

3%

amusement

2%

restaurant

# Formula Funding

=

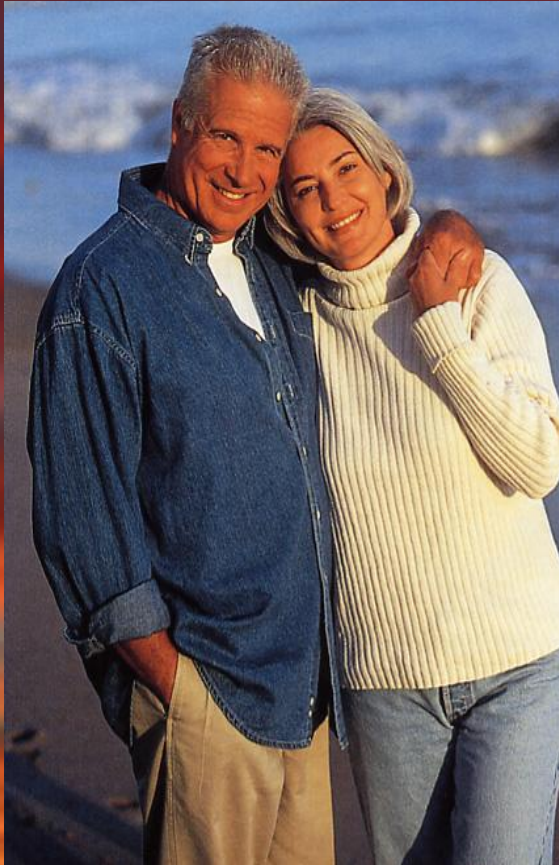
AOT formula-funded budget  
for next fiscal year



**50%**

total budget goes to marketing

## Primary Target



# Empty Nesters

43 to 62

\$125,000 income

In relationships

Travel 4 to 6 times

Live in suburban areas

No children at home



Primary Target

# Affluent Boomer Families

43 to 62

\$125,000 income

In relationships

Travel 4 to 6 times

Live in suburban areas

One or more kids



## Primary Target



# Generation X

27 to 42

\$75,000 income

In relationships

Travel 1 to 2 times

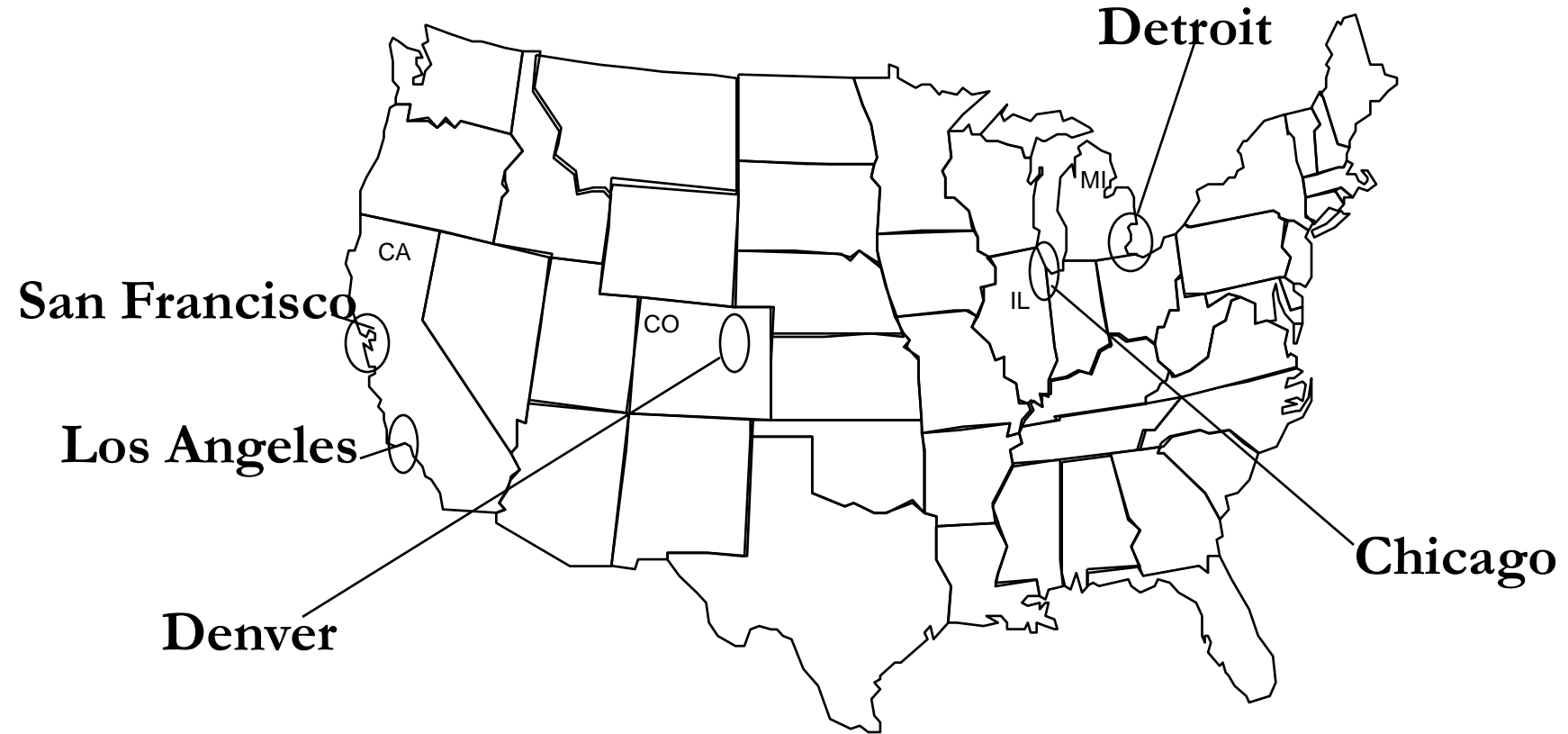
Live in urban or

suburban areas

With or without kids



## FY 08 Target Cities



## Campaign Results

**\$8.24**

million in advertising expenditures

**\$180**

visitor spending per advertising dollar

**\$14.95**


taxes returned per ad dollar invested



Arizona's Brand Promise

# Inspiring Unforgettable Southwest Moments

# Arizona's Brand Promise

 **Blaze a trail.**  
**Without the help of a snowplow.**  
Seize the Day



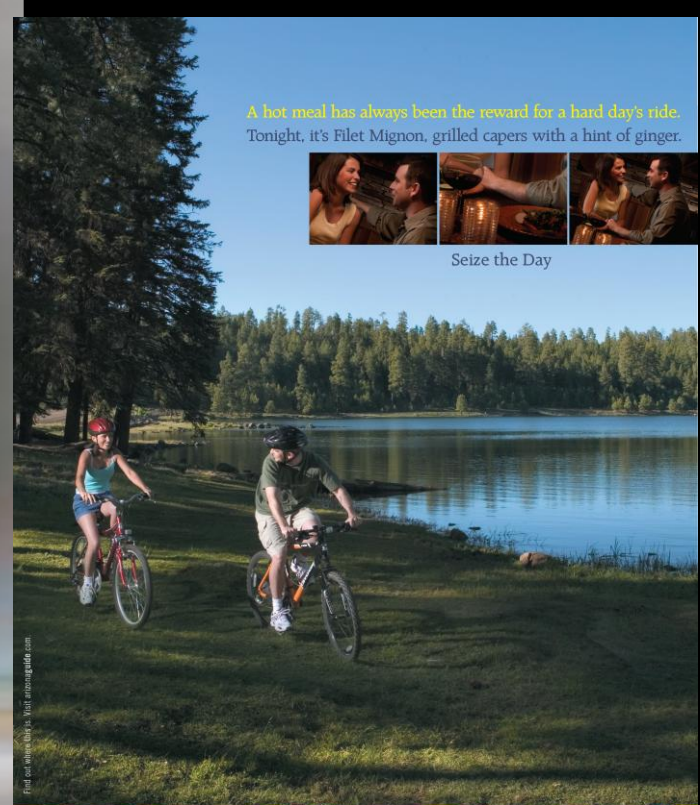
330 days of sunshine a year. Near-perfect temperatures. Legendary sunsets. And the chance to actually be outside without long underwear. More to discover and definitely more than you expect, all waiting here for you. For your free travel packet, call 1-866-557-4825 toll-free or visit [WarmUpInArizona.com](http://WarmUpInArizona.com).

  
**ARIZONA**  
BRAND CANYON STATE

A hot meal has always been the reward for a hard day's ride.  
Tonight, it's Filet Mignon, grilled capers with a hint of ginger.



Seize the Day



Grab life. Immerse yourself in a day full of adventure and a night full of fun. More to discover and definitely more than you expect, all waiting here for you. Call 1-XXX-XXX-XXXX toll-free or visit [arizonaguide.com](http://arizonaguide.com).

  
**ARIZONA**  
BRAND CANYON STATE

  
**ARIZONA**  
OFFICE OF TOURISM



## Arizona's Brand Promise

**Exhilarating Signature Scenery**

**Rejuvenating Open-Air Lifestyle**

**Timeless Discoveries**

**Vibrant Variety**

Arizona Centennial 2012

# Arizona Centennial



# Master Plan

five major components

Awareness  
Participation  
Education  
Legacy  
Fundraising



# Awareness

generate awareness and engagement

Awareness Campaign

Ultimate Website

Partner / Corporate

Promotions

“100” Themes

# Master Plan



SUSTAIN THE SPIRIT



latte art

[GIVE BACK](#)

[GET INVOLVED](#)

[EVENTS](#)

[PRESS ROOM](#)

[ABOUT US](#)

[CONTACT US](#)

## HAPPY BIRTHDAY OREGON

(YOU DON'T LOOK A DAY OVER 145.)

On February 14th, 2009, Oregon is turning 150, and we think that calls for a party, don't you agree?

In our totally impartial opinion, Oregon is the greatest state in the Union. Think about it...beautiful spacious skies, amber waves of grain, purple mountain majesties, fruited plains—that's us all right!

So welcome to Oregon 150, where you can come to get plugged in to all things sesquicentennial. We'll be updating this site regularly over the year, so make sure to check back, like, hourly.

For now, check out the links to learn how you can get involved in celebrating Oregon—33rd in the

### OREGON STORIES

Oregon is more than a place—it's a source of inspiration, a setting for adventure, and a journey of discovery. Share your Oregon stories with us now.

[YOU CAN HELP.](#)



# Master Plan



ABOUT US  
PROJECTS  
NEWS  
MERCHANDISE  
DONATE  
EDUCATION  
COMMUNITY/  
INVOLVEMENT  
BOOK AN EVENT

OKLAHOMA TOURISM  
CONTACT US

**RATED 2007'S  
#1 U.S. EVENT**  
AMERICAN BUS ASSN

Thousands of videos  
on Oklahoma.

CELEBRATE OKLAHOMA! A UNIQUE HISTORY. AN EXTRAORDINARY FUTURE.

Over 1,000  Projects  
CULTURAL CENTERS

[mute sound](#)

▼ SELECT A REGION OR CATEGORY OF INTEREST ▼

OKLAHOMA CITY

TULSA

NON-METRO

STATEWIDE

Premier Events | Art/Landmarks | Parks/Gardens | Cultural Centers | Conference/Civic Centers | Military/Veteran Sites  
Historic Restorations | Heritage Activities | Museums/Memorials | Festivals/Events | Sports/Recreation | Multi-Media  
Publications/Research | Commemorative Items | Miscellaneous

[Funding Solicitation/Project Verification](#)

# Master Plan

HOME • ABOUT • NEWS • GET INVOLVED • EVENTS • SPONSORS • SEE THE SIGHTS • LEARN • SHARE • OFFICIAL MERCHANDISE



**GREENSBORO<sup>TM</sup>  
BICENTENNIAL**

1808/2008

Welcome to the Official Website of the Greensboro Bicentennial!

Learn more about Greensboro's past through these great books!



**200 AND COUNTING. BE A PART OF THE CELEBRATION!**

The city of Greensboro, North Carolina is celebrating 200 years of history, culture, education, art, industry and progress.

**Today's Featured Event**

As well-wishers look on, Greensboro Bicentennial co-chairs Al Lineberry and Boo Stauffer cut into the Bicentennial birthday cake with Mayor Yvonne Johnson. The Parade of Decades, which celebrated Greensboro's 200-year history, culminated in a huge birthday bash in Center City Park on Saturday,



# Participation

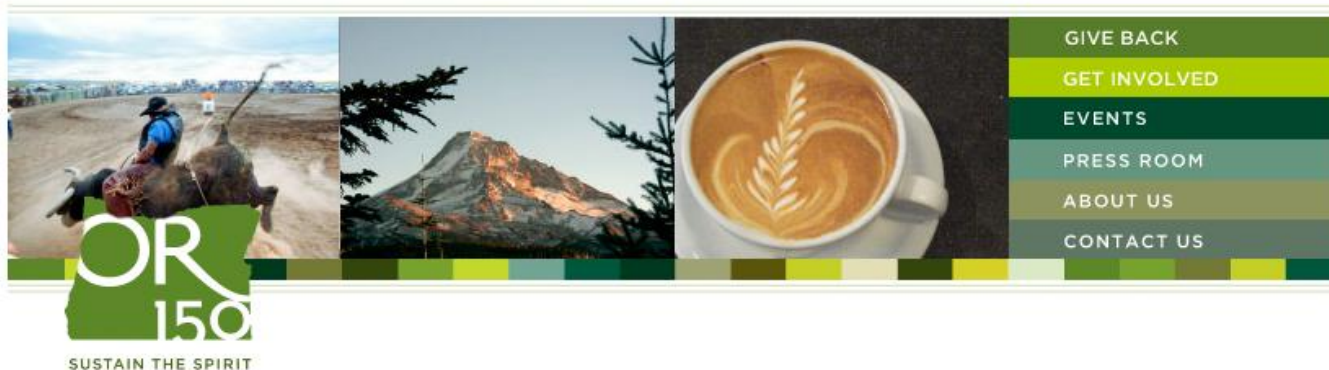
develop programs to commemorate

Major Events

Children's Future Vision Project

Oregon Stories

# Master Plan



[HOME](#) / [OREGON STORIES](#)

## OREGON STORIES



You've heard so much about Oregon Stories by now, we figured it might be helpful if you saw a few. Here are some examples of what we've received already—maybe they'll inspire you to tell your own Oregon Story with us. Keep in mind, though, we welcome all forms of storytelling, not just writing. Audio, video, poems or paintings—whatever the muse motivates you to do, we'd love for you to

### TELL YOUR OREGON STORY

Oregon is more than a place— it's a source of inspiration, a setting for adventure, and a journey of discovery. [Share your Oregon stories](#) with us now.

### TIPS ON HOW:



# Master Plan



[HOME](#) / [GOVERNOR KULONGOSKI'S OREGON STORY](#)

## GOVERNOR KULONGOSKI'S OREGON STORY

I came to Oregon because, like millions of others, I thought this was the most beautiful place I had ever seen. Rivers running wild and deep blue lakes. Majestic mountains. A rugged, wind-swept coast. High deserts, deep canyons, and broad-shouldered forests. So I didn't want to just live in Oregon, I wanted to find Oregon by hiking, rowing, and exploring its most wild and hidden places. My wife Mary felt the same way. And we still do. But we've also learned - if you want to see Oregon's untamed, natural beauty, get ready for a rough trek.

Our goal was to hike 70 miles along the Pacific Crest Trail. It didn't take long for nature to come knocking at our tent. Around midnight on the first night of our hike, we heard not just a thunderclap - but an Oregon thunderclap, loud enough to shake the ground. We knew what was

### O R E G O N STORIES

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YOU CAN HELP

# Education

Focus state's past, present and future

Curriculum / Teaching Guide

Art / Poster Contests

All Star Band

Team Centennial Patch/Pin

100 Versions of Arizona History

Centennial Scholars





# Oklahoma State Centennial Patch/Pin

# Legacy

collaborate with AHAC

State, Regional and Local  
Arizona Treasurers

Turn-key Projects

Adopt-A-Historical Marker



# Best Practices



Centennial Street Clock



Centennial Grove



Centennial Park Bench

# Fundraising

establish resources and funding

Establish a 501(c)(3)

Sponsorships

Grants

Donations

Merchandise



# Master Plan



ABOUT US  
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CELEBRATE OKLAHOMA! A UNIQUE HISTORY. AN EXTRAORDINARY FUTURE.

## MERCHANDISE



▼ SELECT A REGION OR CATEGORY OF INTEREST ▼

OKLAHOMA CITY

TULSA

NON-METRO

STATEWIDE

### COMMEMORATIVE MERCHANDISE



Own your very own piece of this once-in-a-lifetime event. Buy your commemorative Centennial merchandise today – they also make great gifts! Here are just some of the items you'll find:



# Marketing

Poster

Magazine

Photographer

USPS Centennial Stamp

Highway Centennial Signage

Utilize famous Arizonans





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